Your Guide to Social Media Survival

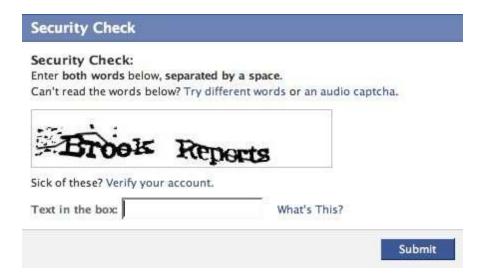


To get started on Facebook:

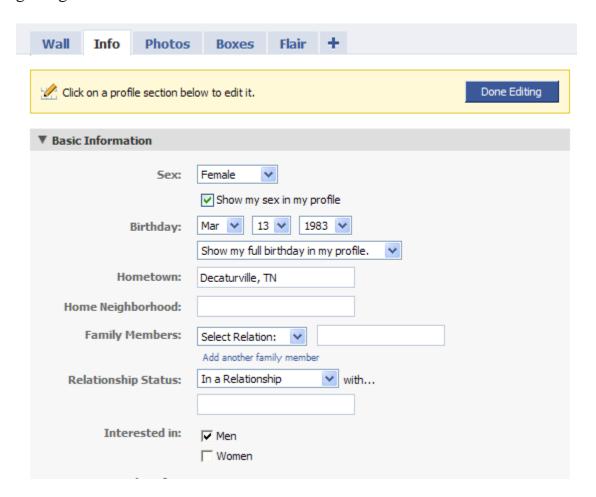
1. Go to www.Facebook.com and under "sign up," enter your full name, e-mail address, a password, gender and birthday, then click on sign up.



2. You'll then have to enter in the two words shown in a graphic on the screen for security purposes.



3. You'll then receive a verification e-mail which is sent to the e-mail account you used when signing up. Go to your e-mail and verify the account. 4. You'll then be returned to Facebook where you can follow the next steps to filling out your profile, finding friends and getting started.



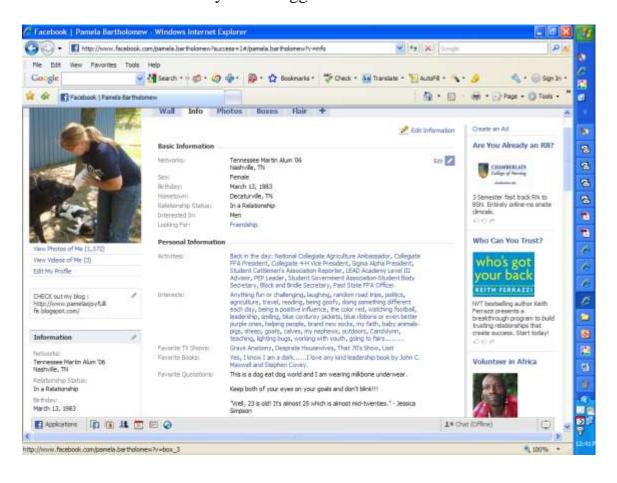
5. You can search Facebook in the upper right side of the Web site. Search for Pick TN Products to find us. It will be listed under the Pages tab in the search results. Become a fan by clicking on "Become a Fan" under the logo on our Facebook Pages.



The difference between a Personal and Public Profile:

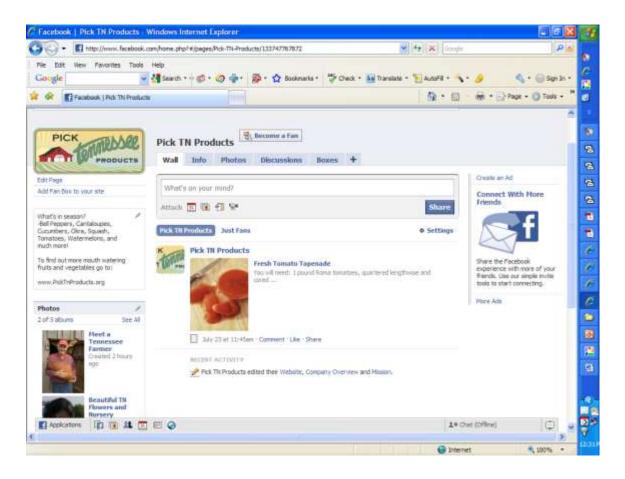
Personal Profile

This is the page you first created when you joined Facebook. It houses information about you and your activities on Facebook. You may access your personal profile by clicking on your name or where it says "Profile" at the top of the Facebook Web site when you are logged in.



Public Profile

Similar to a Personal Profile, a Public Profile is for a Business or organization. Facebook users may become "Fans" of public profiles by clicking on "Become a Fan" under the logo or profile photo on a public profile page. Public profiles are normally found through interactions with your friends on the Home Page and in the Suggestions Area on the Home Page. You may also use the search box in the upper right corner of Facebook to search for any company or public profile you are looking for. By becoming a fan of a public profile, you are allowing that business, organization or figure's updates into your Newsfeed on your Home Page so you can stay up to date on its latest information.



How to start Promoting your Farm (Fan Page):

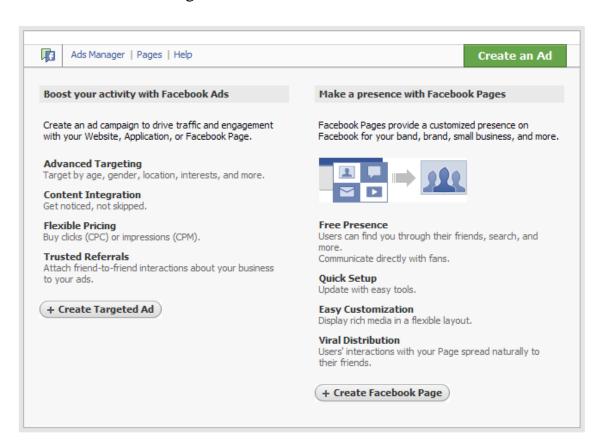
1. Once you have a Facebook Profile it will be simple to create a Fan Page. When logged in to Facebook look at the scroll bar at the bottom of the page.



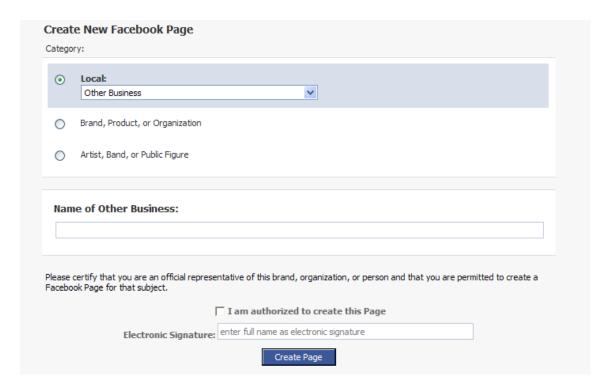
2. Click on the "f" in the word bubble.



3. This will send you to the page below. Click on Create Facebook Page, located on the lower right of the screen.



4. You will now begin to build your Fan Page. Be sure to put the name of your farm/business the way you want it to be seen on the Fan Page.



Facebook Tools

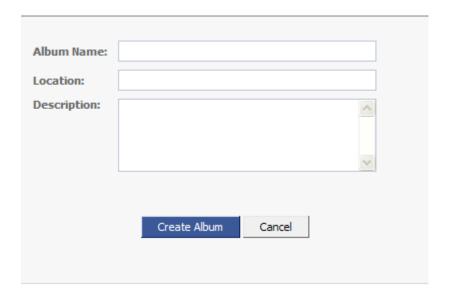
Facebook is the World's largest photo-sharing Web site, but be aware that any photo you post is viewable to all your friends by default. If friends comment on your photos or if you tag (identify by adding their name) them in a photo, they are also viewable by your friends' friends. If you leave a comment on a friend's photo, it will be viewable to all your friends and all your friend's friends. You may also untag yourself in any photo by clicking on the photo and then untag from the options below the large version of the photo. You can set your photo privacy settings by clicking on Privacy Settings under the Settings tab in the upper right portion of your Facebook Page.



1. To add photos to your page click on the tab labeled Photos. Then click on + Create a Photo Album.



2. Fill in Album Name, Location, and Description. Then click on the blue box that reads Create Album.



3. On the right side find the location of the photos you want to upload from the directory on the left. Your screen displays a directory of your hard drive folders, and from there you can navigate to the folders where your pictures are. Select which photos you want to upload. Choose Select All if you want to upload all of them or deselect all if you want to choose them individually.



4. After you select the photos for your album, click Upload. A pop-up displays the progress of your upload. This might take a few minutes. You're then taken to the Edit portion of the album creation process. Click Publish. Now, it will add your album to your Facebook account.



5. Add text next to the photos in your album. Click on the photos to tag friends, family members and colleagues in your photos. Check their name in the drop-down box that appears. Click "Save."



Creating an Event

1. On your Fan Page for your business there is a box that is titled "Events". You can create an Event and invite all of your Facebook friends. This is a great tool to use to promote an upcoming event or festival on your farm. If you are a seasonal operation you could use it to promote the opening of your operation.



- 2. Click on Create Event. A form will come up with questions about your event. It is important to include all information about your event.
- Step 1: Event Info **Event Name:** (required) Tagline: eg: "One night only" or "Because she'll only turn 21 once..." Host: Pick TN Products Event Type: Select Type: Select Category: (required) Description: , 2009 at 2 🕶 : 55 🕶 Start Time: August √ 3 √ , 2009 √ at 5 💌 : 55 💌 End Time: August Location: (required) Street: City/Town: Phone: Email:

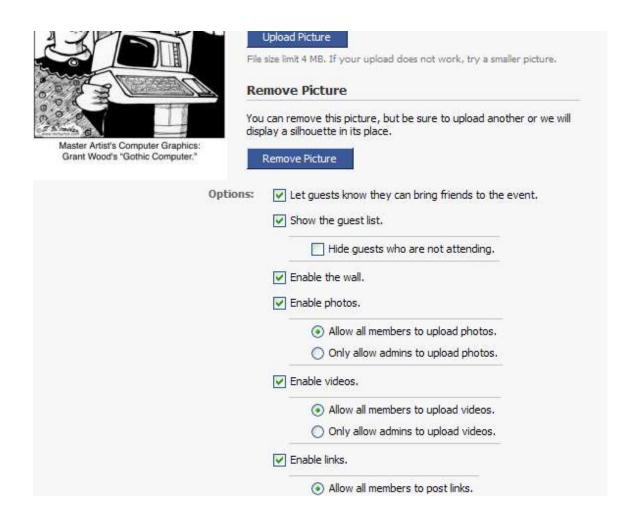
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3. Upload a picture about your event. You can upload a picture that you already have stored on your computer.



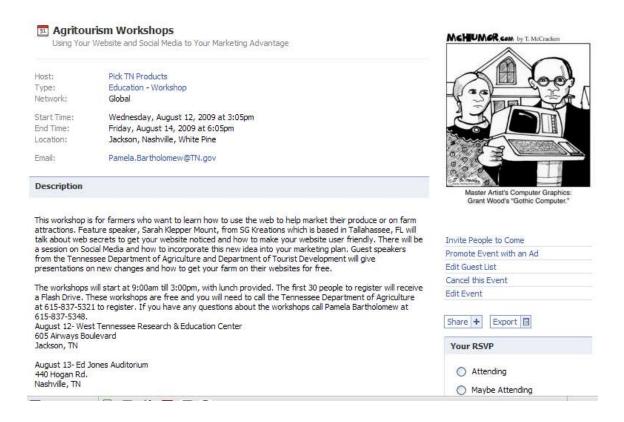
4. Next, you have an opportunity to set the options on the event customization page. You can allow or not allow people that you invite to upload pictures, write on the wall, and see the guest list.



5. Now, you can invite your friends to the event. You can add a message to go along with the invite.



6. This is what your finished event will look like. You can invite more people to attend, edit the page, or even cancel the event.



The Twitter Survival Guide

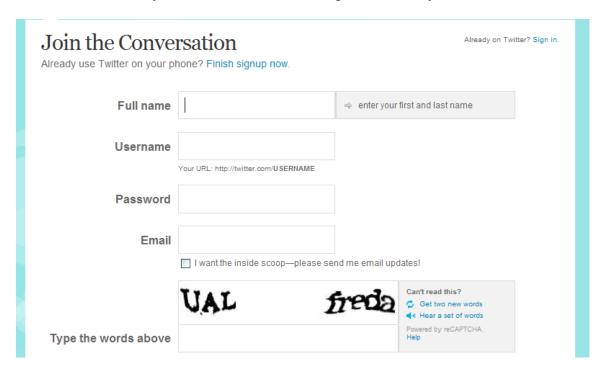


Getting Started on Twitter

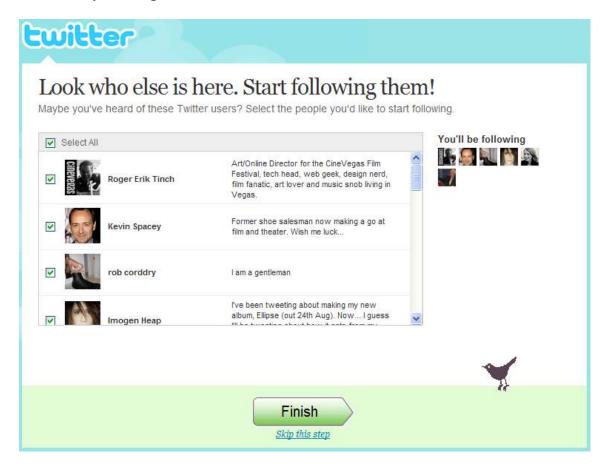
1. Go to http://twitter.com . Click on Sign up now.



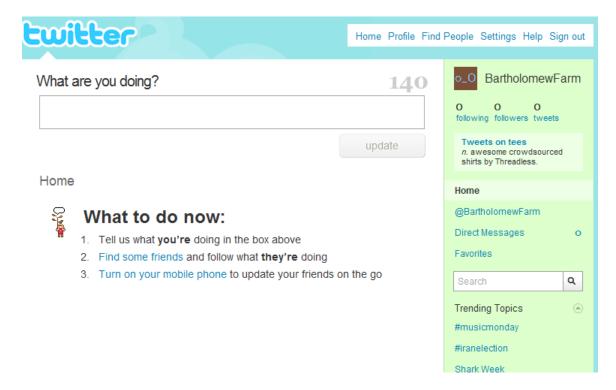
2. Fill in Full name, Username, Password, and Email. For you username you may want to use the name of your business. Then type the words in the box for security code then click "I accept, Create my Account".



3. It will ask you if you would want to follow a lot of random people. If you click Finish, you will follow them or you can click Skip This Step (in very small print under the Finish button).

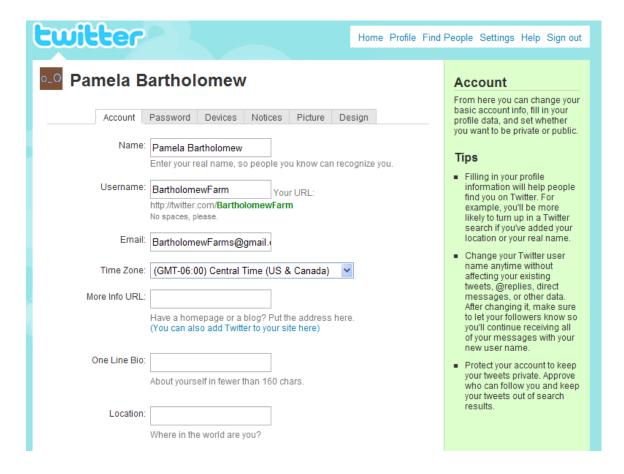


4. This is what your page will look like in the beginning. You can send out your first tweet by writing in the box. You can find friends and follow them. One setting that you can use is having your phone set up to send text messages to your Twitter account. You can also, receive friends Tweets to your phone. The only cost of this is the cost of a text message.

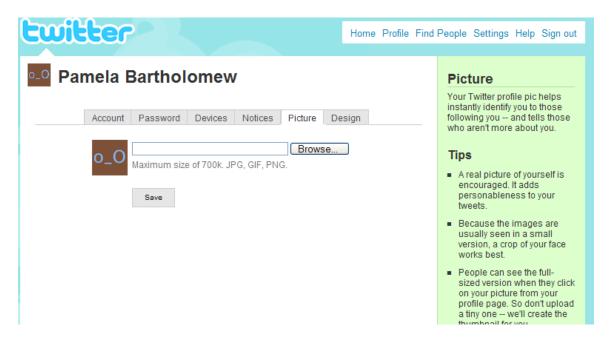


Personalizing your account

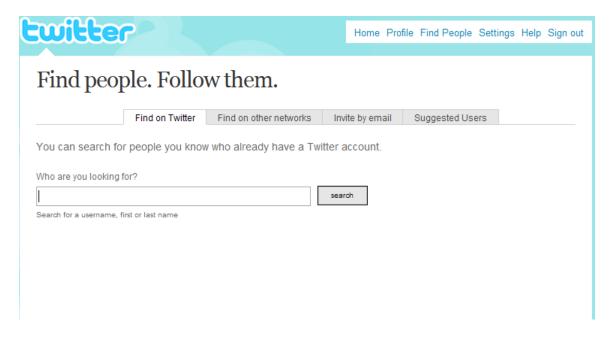
1. Go to Settings. Under the Account Tab you will have the opportunity to add your website, a short Bio (only 160 characters), and location. If you notice on the right, there are Twitter Tips to help you.



2. It's time to add a profile picture. Click on the Picture Tab, then click the Browse button. Find a picture that is already on your computer and click save. Your new profile picture will replace the brown box.



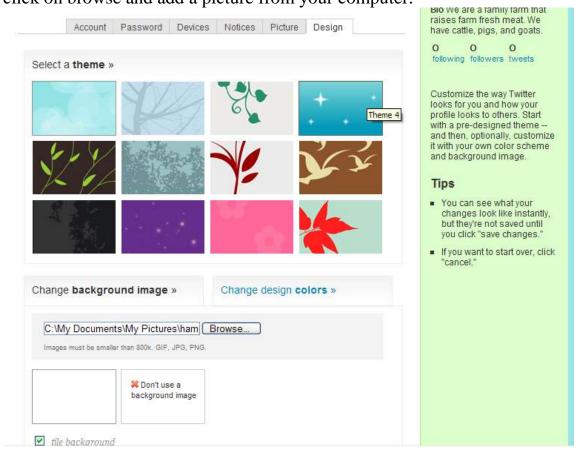
3. Now it's time to find people on Twitter and follow them. You can type in their username, first name or last name. You can find people on other networks and by email.



4. To send Tweets directly from your phone and to get Tweets from other people in the form of a text message, you need to sign up your phone. Twitter doesn't charge for this service, but your phone company may. First, click on Settings. Then click on the Devices tab. Add your phone number, with country code first (+1 is the US country code; a US phone number would look like this: +14153368687). Wait for the verification code to pop up. Text the verification code to Twitter using the number given in the devices page. US residents should always see 40404- if you see another number, you might've added the number in the wrong format. Now, you are ready to start tweeting from your cell phone!



5. You can add a background if you like. You can choose one or add a picture of your own. If you choose to add a background of your own, click on browse and add a picture from your computer.



This is what your finished page will look like.



The Blogger Survival Guide



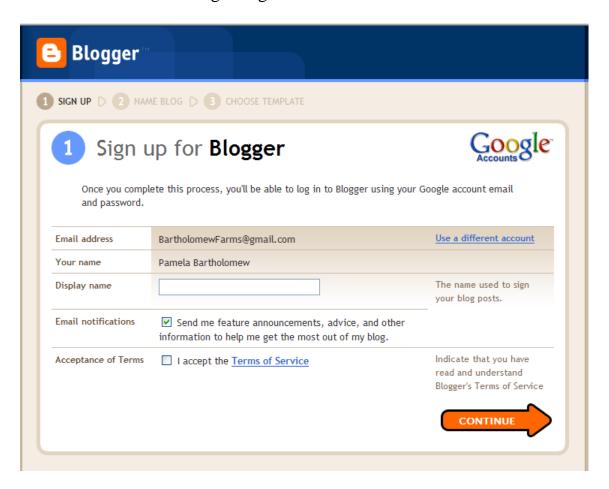
How to Create a Blog

1. Go to a Blogging site like, www.blogger.com . If you do not have a Google account (Gmail) click the big orange arrow that says, CREATE YOUR BLOG NOW.

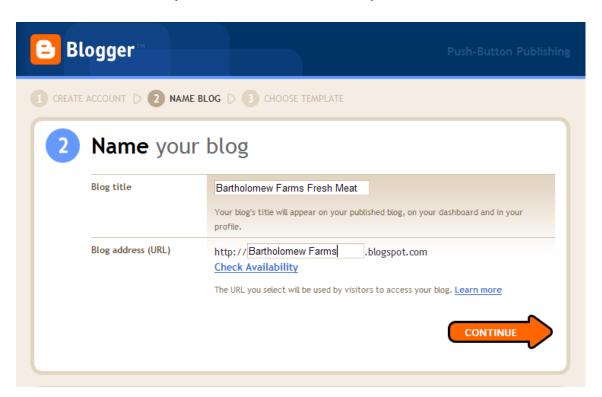
If you have a Google account sign in with your username and password at the top of the page.



2. Sign up for Blogger is the 1st step. Fill in a Display Name. This name will be at the end of each of your blog posts. Check the box for the Terms of Service. Then click the big orange arrow.



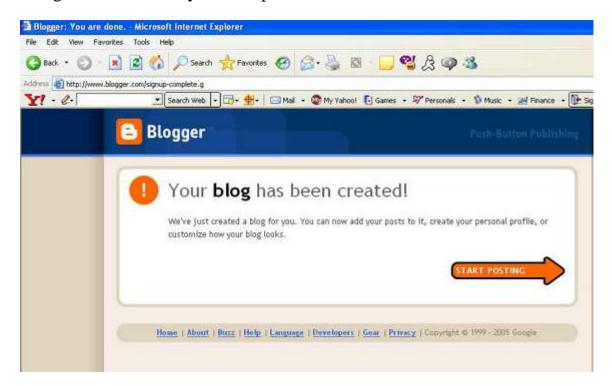
3. Name your blog is the 2nd step. Fill in what you want your blog to be called. Next, fill in the blog address (URL). This is an important step, because this is what people will type in to find your blog. To make it easy to remember, I would try to use the same URL as your website.



4. Now you get to choose template. There are several different styles to choose from. Once you choose a template to your liking, click on the big orange arrow.

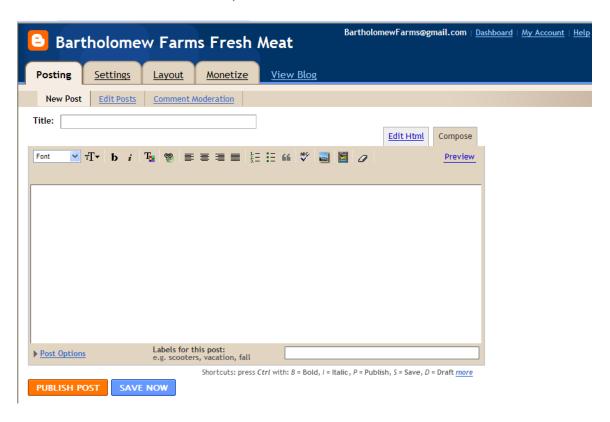


5. Your blog is created! You are now ready to start blogging. Click the big orange arrow the start your first post.

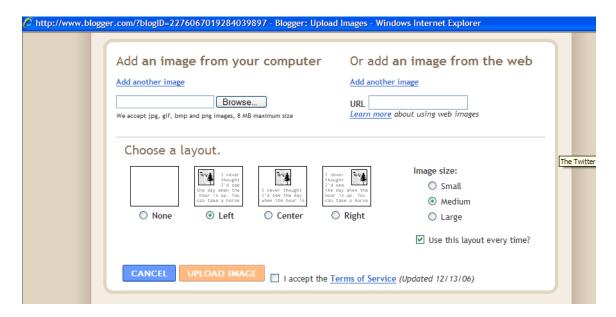


Blogging

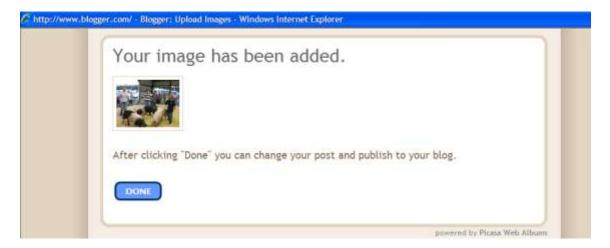
1. Now you can start blogging about your farm. Blogger works almost like Word on your computer. Make sure you add a title. Once you are done you can click Publish Post and view your blog. You can add pictures to your blog. Click on the icon of the Picture (its beside the ABC with check mark).



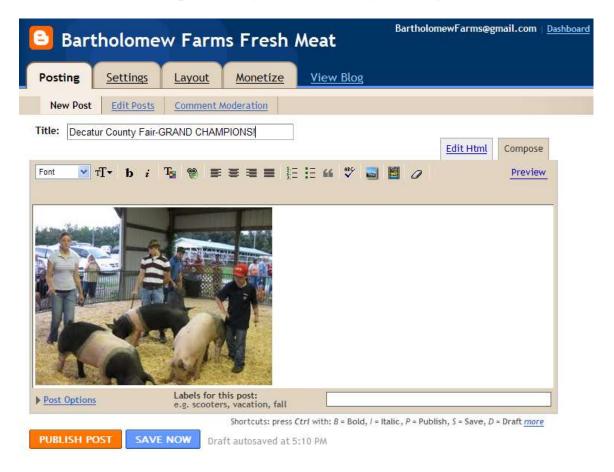
2. You can add a picture from your computer by clinking on Browse or add a picture from the web by putting in the website. Once you have your picture, you can decide what sixe you want it to show up on your blog and the layout. Be sure to check the box that confirms you Accept the Terms of Service.



3. Click "Done" and the picture will be posted to your blog.



4. You can move the picture anywhere to fit in your blog.



5. Your completed blog will look similar to this one.

